



Creating Personal Value

“How You Occupy Your Space”

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The Ultimate Differentiator



Thoughts for Today

- *Time - Your Personal currency*
- *Your Brand - How you show up*
- *Upgrading Your Personal OS - Making change*
- *Role of Happiness - The key*
- *Reducing Limiters - Constraints*
- *Relationships - Intentional support*

....become more deeply confused about more important things

It's About Time!

- ✓ Activity Addiction
- ✓ Urgency Overload
- ✓ Organizational ADD
- ✓ Overchoice
- ✓ Emotional Absence
- ✓ Reflection Loss
- ✓ Excess Access
- ✓ Complexity Fatigue



Permanent Partial Distraction

100 Hours

Slow Down to Speed Up

“... to gain knowledge accumulate, to gain wisdom, eliminate”

Chinese Proverb

“... the art of being wise is the knowing of what to overlook”

**19th Century Philosopher
William James**

Your Personal Brand



Global Research Project Output

Conducted with
The London School of Economics

154 Companies, including:



How Customers Want to Be Sold To

Company-facing skills

- Leverage all of your assets
- Manage multi-level relationships
- Manage “virtual sales teams”
- Manage execution

Customer-facing skills

- Anticipate needs (proactive innovation)
- Listen beyond your product
- Be a consultative problem-solver
- Sell in financial value terms



Conclusions:

- Customers want to deal with Business People
- Higher order of business acumen required
- Be real

Based on research ITC, London School of Economics, The Summit Group, Inc.

Research “Mind the Gap”

What Customers Want

- Proactive innovation
- Humility
- Honesty
- Authenticity
- Integrity & Trust
- Collaboration
- Listen
- Passion
- Understand my Business
- Perceptive Communication
- Ownership

What Customers Get

- Arrogance
- Control
- Manipulation
- Selfishness
- Lack of Respect
- Aggressiveness
- Supplier Centric
- Individualism
- Lack Of Follow-Through
- Talk
- Deflection

Authenticity & Integrity

Authenticity = Character & Competence

Integrity = True to Self & Real to Others

“Your Values are your Value”

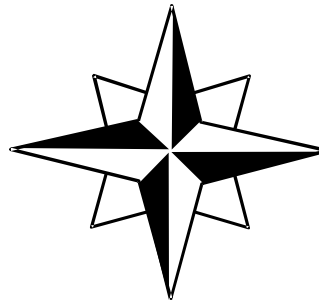
Personal Brand - Integrity & Authenticity

Character

- Talk Straight - Candid
- Demonstrate Respect
- Right Wrongs
- Show Loyalty
- Keeps Commitments

True to Self

- Earnest
- Consistent
- Self Directed
- Accurate



Real to Others

- Trustworthy
- Honest
- Compassionate
- Transparent

Competence

- Deliver Results
- Get Better
- Confront reality
- Clarify Expectations
- Accountability
- Listen First
- Concise

Relational Realities

- | | |
|-----------|---|
| 1st Rule: | Knowledge gives you access |
| 2nd Rule: | Execution ensures you stay |
| 3rd Rule: | Relationships are built from
delivery of value; past, present and future |
| 4th Rule: | Rapport is not commitment |
| 5th Rule: | Business impact transcends personal relationships |
| 6th Rule: | Partner with Confidence |

Personal Brand Truths

- You get what you accept
- You train others how to view you
- You must understand your “Signature Strengths”
- It is hard to serve if you’re unhappy

What You’ve done is what you are

What You do is what you become

DWYSYWDWYSYWDI

Personal Brand Assessment

Integrity

Who you really are. Consistency in belief and behaviors

My Rating _____ Who do you know? _____

Intent

Genuine concern and care for others.

My Rating _____ Who do you know? _____

Capabilities

Capacities that inspire confidence. Signature Strengths applied.

My Rating _____ Who do you know? _____

Results

Your track record. Majoring in the Majors.

My Rating _____ Who do you know? _____

Self Honesty

You do what you truly know is right.

My Rating _____ Who do you know? _____

Self-Directed

Do what needs to be done vs.. waiting to be told what to do.

My Rating _____ Who do you know? _____

Transparency

Courageous vulnerability and conversations. Let others know.

My Rating _____ Who do you know? _____

Trustworthy

Do what you say you will do when you say you will do it.

My Rating _____ Who do you know? _____

Your Personal Operating System

Your Personal Operating System

- **Them**
 - What do they care about?
 - What issues are on their short list?
 - What will be important to them?
 - What value do they rely on to win?
- **Us**
 - What do you have?
- **Fit**
 - How does what you have impact what they care about?
- **Proof**
 - How do you articulate and validate this?

Be Interested, not Interesting

The “Change Exchange” Decision

COST OF CHANGE vs. VALUE OF CHANGE

$$D + V + P - C$$

D = Dissatisfaction with the current state

V = Vision of the future state

P = Path forward

C = Cost of change/inaction

“create a logic that overwhelms nostalgia”

My Personal Blueprint

	<u>HAVE</u> <i>What's Matters Most</i>	<u>DON'T HAVE</u> <i>Opportunities to Grow & Improve</i>
<u>WANT</u>	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">
<u>DON'T WANT</u>	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">

Building Your Personal Value in '08

1. What is the one aspect in your personal and work lives, that if elevated, would bring greater value to you?
2. What is the value of making the change (WIFM)?
3. What is the cost of change?
4. What is the cost of inaction?
5. Who do I need to help me?

Happiness

The Alchemy of Joy

1. **$S = H$**
2. **$H = G + SS \times (\text{Higher Purpose})$**
3. **$U = E - R$**
4. **High A & Low E**

Limiters

1. **Regret** over the Past
2. **Resentment** in the Present
3. **Fear** of the Future

Relationships

Frienemies

E +

E -

Who are the people who care enough about you to tell you what you need to hear, not want to hear and will hold you accountable?

Making a Living or Making a Life?

1. **Name the five wealthiest people in the world.**
2. **Name the last five winners of the Miss Universe Pageant.**
3. **Name five people who have won the Nobel or Pulitzer Prize**
4. **Name the last five winners of the World Cup.**

Making a Living or Making a Life?

- 1. List a few teachers who aided your journey through school.**
- 2. Name three friends who have helped you through a difficult time.**
- 3. Name five people who have taught you something worthwhile.**
- 4. Think of three people who have made you feel appreciated and special.**

Making a Living or Making a Life?

The lesson:

The people who make a difference in your life are not the ones with the most credentials, the most money, or the most awards.....

Making a Living or Making a Life?

The lesson:

The people who make a difference in your life are not the ones with the most credentials, the most money, or the most awards.....

They are the ones that care!!

“You were born an original, don’t let the world make you into a carbon copy”

Rick Warren
“A Purpose Driven Life”